



# **SODA TAXES AS COMMUNITY-CENTERED INVESTMENTS**

**Centering Community in Public Health**

2020 Webinar Series

August 5, 2020

# Land Acknowledgement





# Logistics for our webinar

- This webinar will be recorded and posted online.
- Continuing Education Contact Hours through NCHEC (\$15): email [jenna@thepraxisproject.org](mailto:jenna@thepraxisproject.org)
- Welcome to use chat and Q&A throughout webinar
- Set chat to “all panelists and attendees”



# Welcome & Introductions

Let's test the chat tool (to panelists and attendees):

- Name
- Pronouns
- Sector (community, nonprofit, government, etc.)
- Where you're based/land acknowledgement





# Gratitudes

Thank you to the community partners who contributed their wisdom, knowledge, and experience to this discussion:

*Praxis technical assistance partners, staff, Board of Directors, and network of basebuilding organizations.*

Thank you to Tilde Language Justice Coop for Spanish translation & Cory Dostie for closed captions.



**The Praxis Project** is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.** Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.



# Centering Health, Justice, & Racial Equity in Local Soda Taxes



# Headlines

*Black Americans Face Alarming Rates of Coronavirus Infection in Some States*

The New York Times

*Virus Is Twice as Deadly for Black and Latino People Than Whites in N.Y.C.*

The New York Times

**As Covid-19 Cases Surge, Latino Communities Feel the Brunt**

THE WALL STREET JOURNAL.

NATIONAL & WORLD AFFAIRS

For Native Americans, COVID-19 is 'the worst of both worlds at the same time'

The  
Harvard  
Gazette

Asian Americans Facing High COVID-19 Case Fatality

HealthAffairs





ZIP CODE

95219

Life Expectancy

73

ZIP CODE

92657

Life Expectancy

88

health  
happens  
here  
With Prevention





Just Immigration Climate

Education Justice

Community Safety

Valued Cultures  
& Identities

Fair & Unbiased Justice  
System

Connections with Neighbors

Health Care Access

Economic Justice

**Identity**

Housing Justice

Hope & Efficacy

Access to Parks &  
Recreational Spaces

**Race**

Transportation Justice

Food Justice

**Disability**

Civic Participation

**Class**

**Gender**

Clean Water, Air, & Soil

**Religion**

**Ethnicity**

Healthy Marketing  
& Retail Environment

Community Infrastructure

**Sexuality**

Reproductive Justice



# What is Health Equity?

May 1, 2017 | Publisher: Robert Wood Johnson Foundation

Author(s): Braveman P, Arkin E, Orleans T, Proctor D, and Plough A

“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

<https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>





## CENTERING COMMUNITY IN PUBLIC HEALTH

# Community Centered Health Justice & Racial Equity: Organic Efforts Towards Health Equity-Driven Policy and Practice

### BACKGROUND

The Praxis Project is proud to share this working brief, which highlights the vast efforts to improve community health and justice led by our partners who are organizing across the United States. The purpose of this brief is to inform the broader practice of public health in the necessary and authentic engagement of basebuilding organizers—those who represent community's interests—to advance policies, systems, practices and environmental change designed to improve health justice and racial equity across four thematic peer-learning cohorts, known as Communities of Praxis (CoP). These Communities are:

- 1.) Family Supports and Economic Justice
- 2.) Early Care and Education Justice
- 3.) Housing Justice
- 4.) Utilities Justice

Each CoP is comprised of up to 20 grassroots organizations working to advance policy and systems initiatives related to the cohort theme. The goal for this peer-learning work is to build capacity and collaboration among organizers to strengthen opportunities for health justice and racial equity across all communities.

### PROCESS

Between June and July 2018, Praxis staff interviewed 62 community partners participating in the CoPs to identify the policies, systems, practices, and environmental changes around which they organize. The interviews focused on identifying priority areas of work, and the context in which the priorities were developed. The report below breaks down the policy priority areas and solutions being advanced across the Communities of Praxis.

“

We envision a community that is in control of its own land and destiny, free of slumlords and gentrification.”

—Housing Justice Cohort Member

## Organic Efforts Towards Health Equity-Driven Policy and Practice

### Community Centered Health Justice & Racial Equity: Organic Efforts Towards Health Equity-Driven Policy and Practice

The purpose of this brief is to inform the broader practice of public health in the necessary and authentic engagement of basebuilding organizers—those who represent community's interests—to advance policies, systems, practices and environmental change designed to improve health justice and racial equity.



# Health Justice in Soda Taxes

1. Invest in areas experiencing highest rates of preventable chronic diseases related to the overconsumption of sugared water;
2. Invest in community-defined priorities;
3. Community is part of the solution; and
4. Capacity and infrastructure is built that transcends the grant period.





### **Our Mission**

To educate, engage, and advocate for the holistic growth and development of diverse Black individuals and families.

### **Our Vision**

A society that is fair, equitable and just, particularly in relation to Black individuals and families. Health equity is achieved when we no longer see health disparities based on race.

<https://www.thepraxisproject.org/videos/ep2-healthy-black-families-cbph-mini-series>



MI's programs increase access to opportunities for immigrant families to reach economic stability. Program strategies enhance economic, educational, and skill opportunities, cultivate leadership development, provide direct services and stimulate positive transformation of individuals, families, and communities. These programs ultimately, assist individuals in contributing and participating in the civic life and well-being of their community as a whole. Impact goes beyond the direct beneficiaries reaching their extended families and community

<https://www.thepraxisproject.org/videos/ep3-multicultural-institute-cbph-mini-series>







The Ecology Center focuses on improving the health and the environmental impacts of urban residents. We address critical issues through a model of education, demonstration, replication, and advocacy. We envision a world where human activity nurtures the ecosystems that we all depend on — a world of sustainable cities; empowered, resilient communities; zero waste and zero toxics; equal access to healthy food; sustainable resource use; and a safe and stable climate

<https://www.thepraxisproject.org/videos/ep4-ecology-center-cbph-mini-series>



We offer high quality early learning programs for children from birth to 5 years old, designed to benefit low-income families. Children and families in our programs receive health and dental services, nutritious meals and resources, family services, and specialized education services for children with special needs. We partner with health providers to ensure children are healthy.

<https://www.thepraxisproject.org/videos/ep5-ymca-east-bay-cbph-mini-series>



# Speakers



**Giuliana Blasi**

She/her  
Ecology Center



**Dr. Vicky Alexander**

She/her  
Healthy Black Families



**Mirna Cervantes**

She/her  
Multicultural Institute



# Speakers



**Leilani Ison**

She/her  
YMCA of the East Bay



**Meredith Eley**

She/her  
YMCA of the East Bay



# Speaker Presentations



# FOR THIRST, WATER FIRST

a program of Ecology Center's Youth Environmental Academy

**Giuliana Blasi**  
Youth Development  
Program Manager



**50**  
YEARS





# WE ARE THE ECOLOGY CENTER

*Inspiring and building a **sustainable, healthy,**  
and **just future** for the East Bay, California,  
and beyond.*



ecology center



# FOR THIRST WATER FIRST! GOALS

- ★ Increase awareness about the health risks of sugar-sweetened beverages and promote water consumption among Berkeley youth.
- ★ Support teens and young adults to manage daily economic and social pressures that lead to diet-related illness and give them tools to make healthy food choices.
- ★ Improve the food and beverage culture at Berkeley High School by building literacy in food justice, promoting water consumption, and increasing access to healthy food among students and their families.



ecology center



# YOUTH ENVIRONMENTAL ACADEMY



*Cooking & Nutrition Classes & Events*



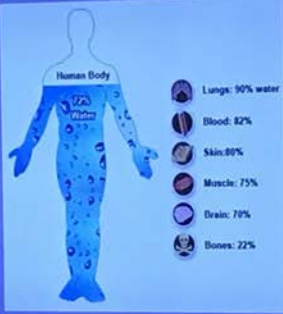






# Drink Water!

Our brains depend on proper hydration to function optimally. Brain cells require a delicate balance between water and various elements to operate, and when you lose too much water, that balance is disrupted. Your brain cells lose efficiency.



Organ	Water Content
Lungs	90%
Blood	82%
Skin	80%
Muscle	75%
Brain	70%
Bones	22%

SCHOLAR'S CIRCLE  
FORMAT

Check In or Icebreak

INSPIRATION @ DISCUSSION  
(10-15min) (can also be movement, writing activity, small group)

PEER COACHING 20min

GROUPS: V-IN & W-K +  
(stabling groups and group prep)

25 min open  
any time during  
if not my peer evaluation time



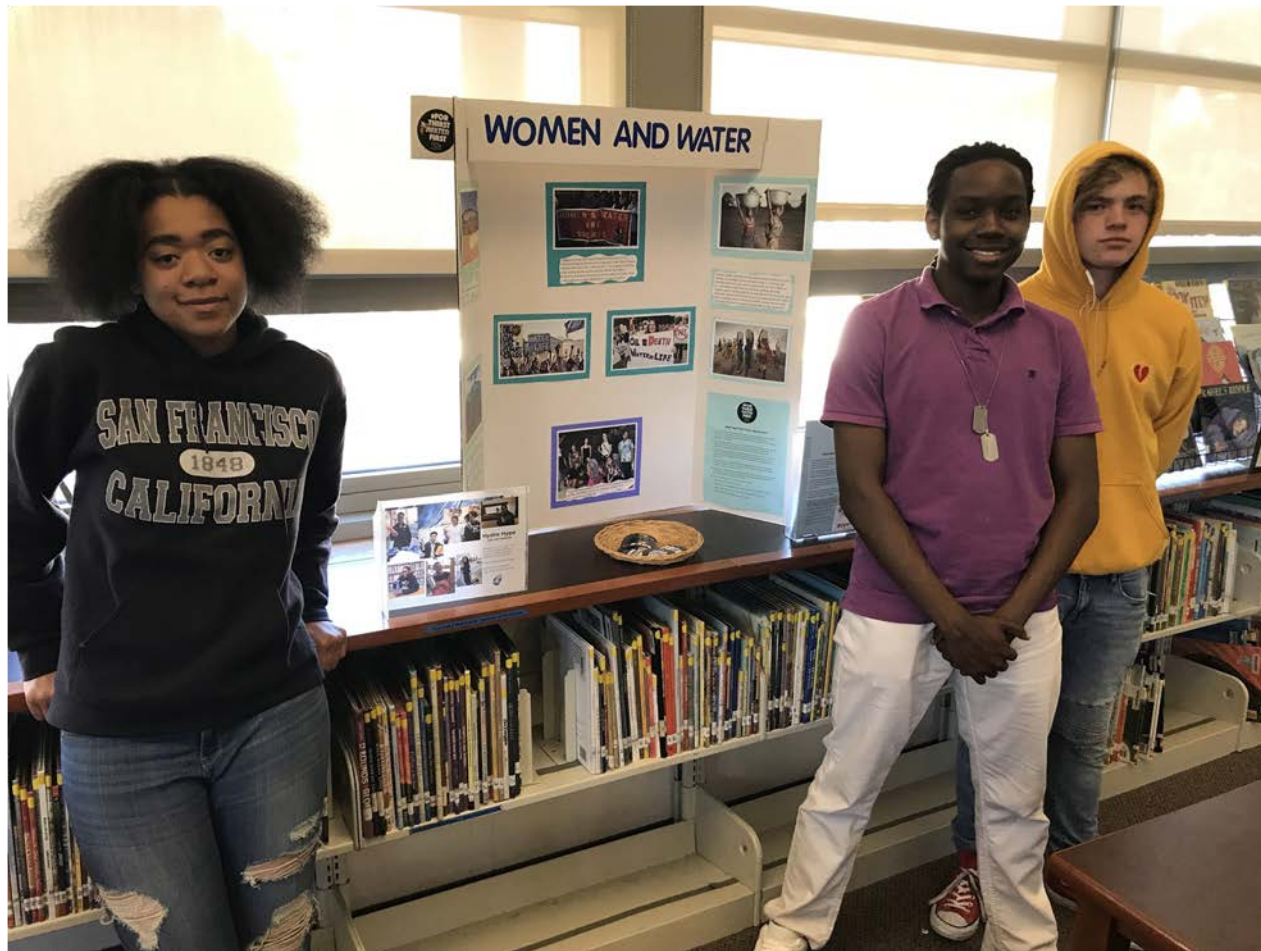


***Urban Agroecology - Spiral Gardens***





***Urban Agroecology - EcoHouse***



***Youth Project - Library Displays***





CREATED BY  
YOUTH  
ENVIRONMENTAL  
ACADEMY 2017

WEBSITE

[www.ecologycenter.org/yea](http://www.ecologycenter.org/yea)

INSTAGRAM

@ecology.center



A YOUTH GUIDE TO  
OFF-CAMPUS

# LUNCH

HOW TO EAT HEALTHY  
ON A BUDGET  
AT BERKELEY HIGH

**Youth Project - Off Campus Lunch Guide**



# MY PLATE



# BRING YOUR OWN

You don't always have to buy new groceries to make a decent lunch. Instead, you can use your leftovers and turn them into: Salads, Soups, Sandwiches, Stirfry

Exchange less healthy foods for healthier alternatives!

(Less Healthy : Healthy Alternative)

Chips and Dip : Veggies and Hummus

Iceberg Lettuce : Spinach, Kale, and Romaine

White Bread : 100% Whole Wheat Bread

White Rice : Brown rice and Quinoa

For pasta, scrambled eggs, and pizza make sure to add a lot of veggies!

# OFF-CAMPUS LUNCH CHOICES

**A) Arinells:** 6 min walk and 5-10 min wait \$-\$ Pizza! They use organic produce and salt-free sauce and dough. Stay away from sugar sweetened beverages. (H2O, VEG, V, K)

**B) Bongo Burger:** 7 min walk, long wait- call in! \$-\$\$\$ You can get both classic burgers and Mediterranean food. Their lamb sandwich is Halal (H2O, VEG, V, H)

**C) Chaat Cafe:** 8 min walk and 5-10 min wait \$-\$-\$\$\$ Indian food! Trans fat and msg free. Uses organic and/or local ingredients (H2O, VEG, H)

**D) Fresco:** 5 min walk and 5-10 min wait- \$\$-\$\$\$ Make sure to add veggie sides (\$0.75) (H2O, VEG)

**E) Gecko Gecko:** 3 min walk and 10-15 min wait- \$\$\$ Thai food! The country pad thai is a balanced meal of noodles, veggies and protein. (H2O, VEG)

**F) Ike's:** 5 min walk and 5-10 min wait- \$\$-\$\$\$ Large variety of sandwiches. Busy at lunch times, good amount of halal options available! (H2O, VEG, V)

**G) K's Internet Cafe:** 3 min walk and 5-10 min wait- \$-\$ If you make it before the line, you can order yourself a veggie sandwich and/or a fresh salad. Best for small snacks before and after school. They offer healthy snack options such as banana and blueberry muffins. (H2O, VEG, V)

**H) Little Pleam:** 6 min walk and 5-10 min wait - \$\$\$ Thai! Try the pad thai; split with a friend! (H2O, VEG, V)

**I) Lox and Stock Bagel:** 2 min walk and 5 min wait- \$-\$\$\$ Sandwich, bagel and salad bar. Push yourself to eat some vegetables! (H2O, VEG, V)

\$ = \$3    \$\$ = \$5    \$\$\$ = \$10

H2O= Free water available VEG= Vegetarian options

V= Vegan options

H= Halal options, K= Kosher options

**J) Nuha's:** 3 min walk and 10 min wait- \$-\$ Sandwiches and salads are a healthy option. (H2O, VEG)

**K) Organic Greens:** 9 min walk and 5-10 min wait- \$\$-\$\$\$ Low-key cafe for salads & sandwiches. (H2O, VEG, V)

**L) Pedro Brazil Cafe:** 4 min walk and 15 min wait \$\$\$ The sandwiches are a good choice for lunch. (H2O, VEG)

**M) Peet's:** 6 min walk and 5-8 min wait- \$-\$ Nice to grab a quick bite. (H2O, VEG, V, K)

**N) Saigon:** 8 min walk and 5-10 min wait- \$-\$ Vietnamese! Try their sandwiches, spring rolls and hot plates! (H2O, VEG, V)

**O) Sandwich Zone:** 7 min walk and 10 min wait- \$\$-\$\$\$ Sandwiches! Order whole grains and push yourself to make a balanced meal. Stay away from sugar sweetened beverages and overly processed foods! (H2O, VEG)

**P) Sliver:** 6 min walk and 10-15 min wait- \$-\$ Pizza! Check the pizza of the day online (and don't be afraid to try unusual flavors). They use fresh organic produce on every pizza and provide a balanced meal. (H2O, VEG)

**Q) Suya:** 5 min walk and 5-10 min wait- \$\$-\$\$\$ Large variety of sandwiches. Busy at lunch times, good amount of halal options available! (H2O, VEG, V)

**R) Tamon Tea:** 4 min walk and 5 min wait - \$-\$ They are very popular for their Omusubi especially the shrimp and salmon ones! It's a great place to go if you are craving Japanese food and are on a budget. They also sell mochi. (H2O, VEG, V)

**S) Trader Joe's:** 8 min walk and 5-10 min wait - \$-\$\$\$ Pre-made salads, sandwiches, and fresh organic produce. (H2O, VEG, V, H, K)

**T) Oasis Grill:** 8 min walk and 5-10 min wait - \$\$-\$\$\$ Mediterranean comfort eats prepared in an open kitchen. Student discount! (H2O, VEG, V)




**Healthy Berkeley Media Campaign**

Berkeley Food Institute

2 years ago

Leveling the Playing Field: The Berkeley Soda Tax

#Podcast - Food...



0:03 11:43



***Berkeley Food Institute: Just Food Podcast***







***Community of Practice - Youth & Food Justice Programs***





**JOIN US ONLINE!**

**A CHECK-IN BY AND FOR  
FOLKS WORKING  
IN YOUTH FOOD  
JUSTICE PROGRAMS**

**MAY 1, 2020 – 3PM-3:45PM**

*RSVP if you can:*

*giuliana@ecologycenter.org*

*Or join day of:*

*<https://zoom.us/j/97980990969>*

**LET'S CONNECT AND HEAR  
FROM ONE ANOTHER  
ABOUT HOW TO SUPPORT  
OUR COLLECTIVE WORK  
DURING THIS TIME.**

*Brought to us by:*

*RIC Bay Area, Ecology Center,  
Alameda Point Collaborative*





# FRESH FOOD & WATER ACCESS POINTS



*Berkeley Farm Stand*







**Farm Fresh Choice**



***Farmers' Market Tabling***

















*Food Drives*



***Extra Staffing Support - Berkeley Farmers' Markets During COVID 19***



# COMMUNITY EVENTS & OUTREACH



*Cooking Demos*





*Life is Living Festival*



**School Visits**





*City Events*



# ENGAGEMENT AT BERKELEY HIGH SCHOOL



*Assemblies in Partnership with The Bigger Picture & BHS Leadership Program*







***Pop Up Fruit & Water Stations on Campus***



What are your 3 most important priorities when making a food choice?

Taste:

Cost:

Nutrition:



Allergies or dietary restriction:

Convenience:

Appearance





1

Agree or Disagree:  
Individuals are responsible for their own food and drink choices. Why?

2



3



4

"Our food choices are influenced by personal factors, such as our taste preferences, our emotional states, and how hungry we are. They are also shaped by our environment; the people in our social circles, such as our **friends and family**; our **physical surroundings**, including the **stores in our communities**, **the foods they sell**, and **how much they cost**; and other, more indirect influences, such as our exposure to **advertising** and the **government policies** that shape the food system. These and other environmental influences are part of what has been called the food environment." © 2010 CDC

5



6

7



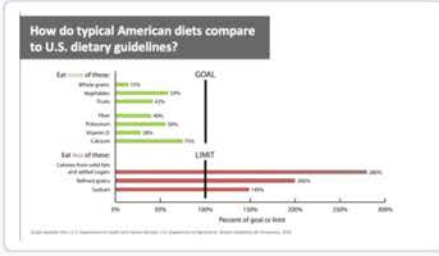
8

What is the Food Environment at BHS?

9

- What foods are prepared through the school lunch program?
- Does your school have vegetable gardens? Cooking classes? Nutrition classes?
- Does your school have food carts? Sell food or drinks at sporting events? Are there healthy options?
- Do students buy food from nearby stores or restaurants? Which ones?
- What food advertisements do you see near your school?
- Can you purchase a healthy lunch for \$5? \$10? Where?

10



11

THE PROBLEM

Type 2 diabetes, once known as adult-onset diabetes, is now affecting youth at alarming rates.

50%

Almost 50% of African-American and Latino youth will get diabetes in their lifetime unless we do something about it.

1 in 3

One in three children born in the year 2000 will get diabetes unless we do something about it.

12



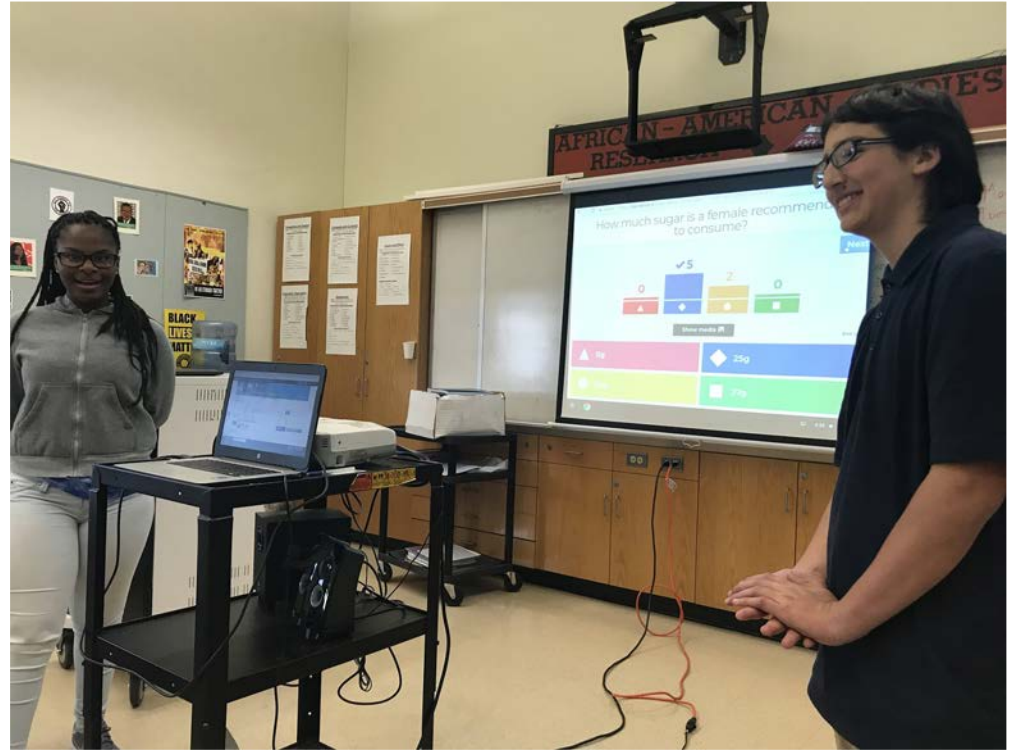


***BHS Club Fairs, Carnivals***



**BHS Holiday Meal**






***Focus Group with BUSD Cooking & Gardening and Career and Technical Education Program***





#hydrohype 

17 posts

Follow

Top posts



***Social Media Campaigns***



ecology.center • Follow ...

ecology.center "Drinking water is a basic human right that we often forget is not accessible to many across the world" says Taylor, a Berkeley High student #hydrohype 💧 #forthirstwaterfirst

110w



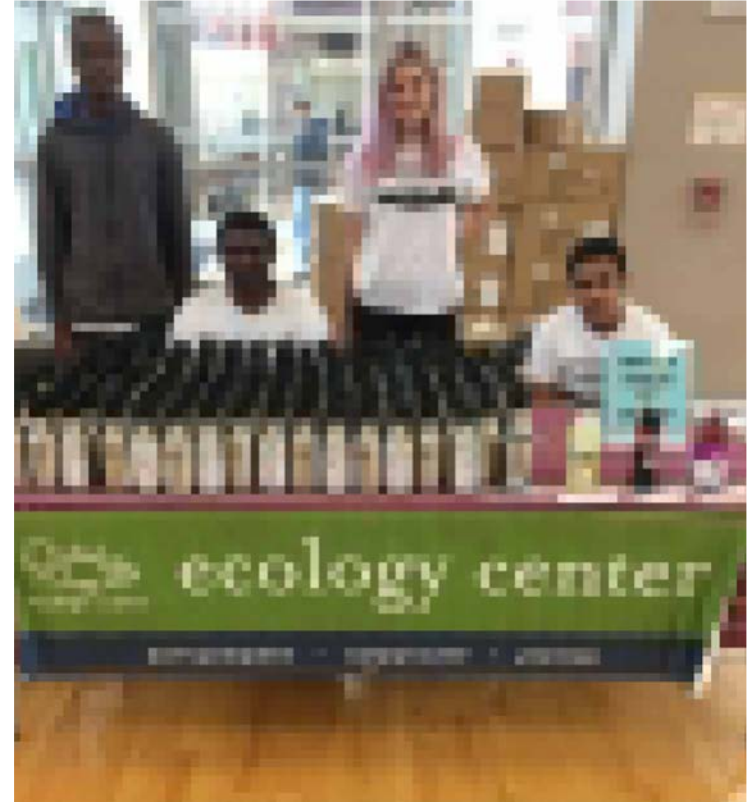
26 likes  
JUNE 18, 2018

Add a comment...

Post



# WATER BOTTLE DISTRIBUTION



*BHS 9th Grade Orientation*







# MULTICULTURAL INSTITUTE

Life Skills/Day Laborer Program Health Activities  
*Reducing SSB Consumption in Latinx Families*

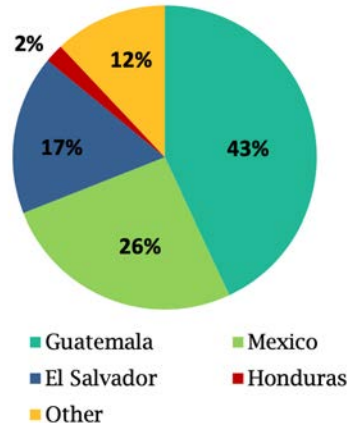
Mirna Cervantes, Associate Director

# Who we are & Who we serve

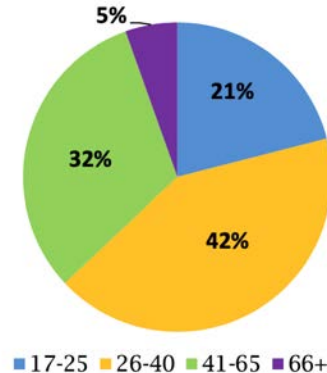
*“We accompany immigrants in their transition from poverty and isolation to workforce participation and prosperity”*

- ❖ Regional nonprofit serving the Latinx community, particularly immigrant families
  - Serving over 3,000 individuals in any given year
- ❖ Over 30 years of community based experience
  - Main focus areas: Economic Development, Vocational Skill Building, Learning Opportunities and **Health and Immigration Support**

Country of Origin



Age





# Funding & Program Scope

- ❖ Completed 3rd year of funding
  - \$15,000 grants
- ❖ Community education and outreach services aimed at day laborers and other Latinx families

## Increase Community Awareness

- On-the-street and in the classroom workshops
- Community events
- Social Media Campaigns

## Reduce the Consumption of SSBs

- Encourage individuals to drink more water
- Offer healthier alternatives
- Healthy Food Distribution

## Bridges individuals to Services

- Referrals
- Screenings
- Prevention resources
- On-site Events





MULTICULTURAL  
INSTITUTE

# Impact over Three Years

Quantitative Goals by Numbers Served**	Year 1	Year 2	Year 3
# of individuals served (unduplicated) in City of Berkeley	562	556	537
# of workshops hosted on the street or in the classroom setting	21	24	10*
# of workshop participants (duplicated)	558	565	347*
# of referrals made to service partners and providers	71	97	44*
# of screenings offered in collaboration with service partners and providers	149	171	101

*\*COVID-19 effects*

*\*\*Not all goals are represented here*



MULTICULTURAL  
INSTITUTE



# Impact over Three Years

Qualitative Goals by percentage	Year 1	Year 2	Year 3
% of participants that feel they increased their knowledge around this topic	88%	80%	87%
% that positively report, as a direct result of participation in this program, they feel more motivated to change their behavior and reduce the amount and/or frequency to drink sugary drinks	89%	85%	80%
% that positively report, they would recommend this [class/ workshop/ event] to a family member or friend	90%	96%	87.5%
% that report positively, as a direct result of participation in this program, they have better access to healthy food	-	-	99%
% that report positively, to connecting to services and not having access to them elsewhere	97%	90%	100%

\*COVID-19 effects

\*\*Not all goals are represented here



MULTICULTURAL  
INSTITUTE



MULTICULTURAL  
INSTITUTE

[www.mionline.org](http://www.mionline.org)





# **YMCA OF THE EAST BAY**

## **EARLY CHILDHOOD IMPACT**

### **HEALTHY ME! PROGRAM**





# **MISSION** **TO EMPOWER YOUTH,** **ADVANCE HEALTH, &** **STRENGTHEN COMMUNITIES.**

## **VALUES**

Caring; Honesty; Respect; Responsibility; Diversity and Inclusion; Excellence; and Resilience.

## **STRATEGIC PRIORITIES**

**Early Childhood Impact;** Youth Development; and Healthy Communities





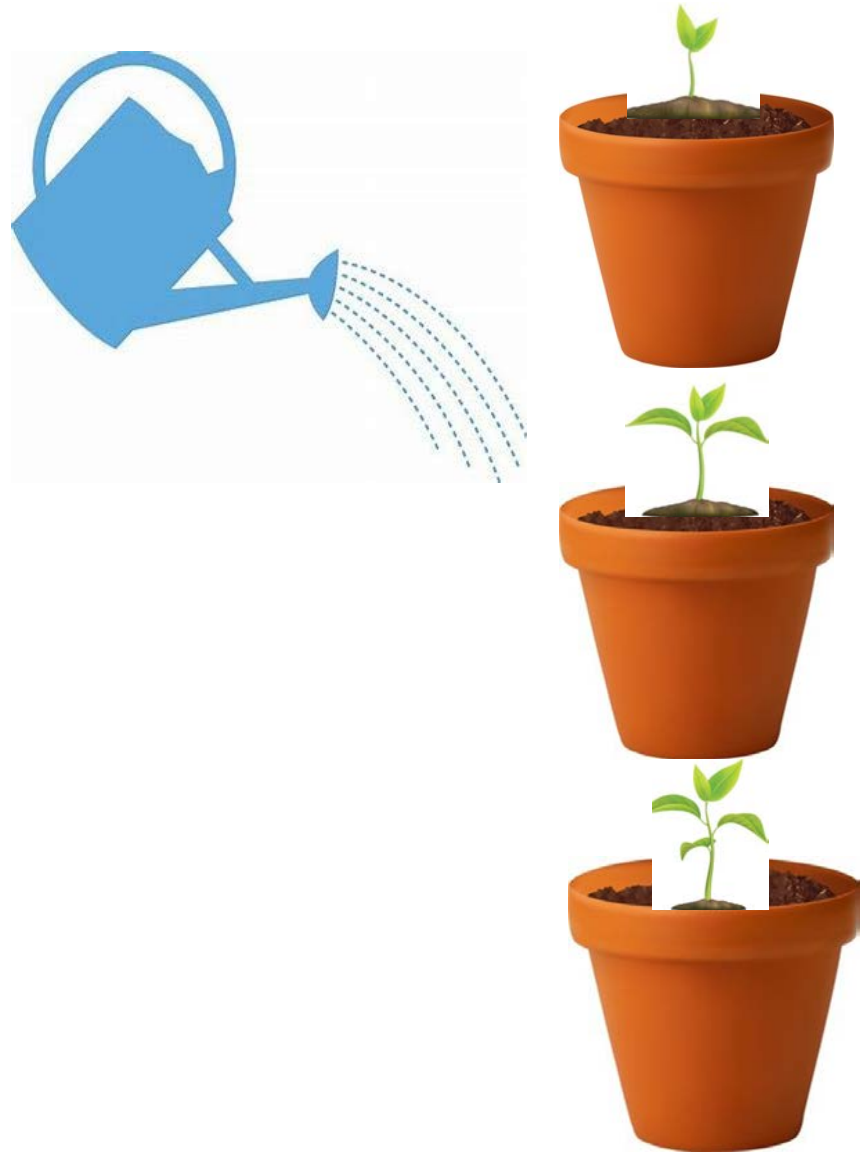
# YMCA ECI HEAD START/EARLY HEAD START PROGRAM

- 1,387 children ages 0 to 5 enrolled during 2019-2020 program year
- Program areas span from Hayward to Sacramento
- Participants of the Child and Adult Care Food Program
- Comprehensive Services
- Larger program goals centered on Obesity and Oral Health

“While childcare is our foundation, we offer so much more! Children and families in our program receive health and dental services, nutritious meals and resources, family services, and specialized education services for children with special needs.”

# YMCA ECI HEALTHY ME! PROGRAM (HMP)

- The project addresses behavioral changes reflecting a preference for water or other non-sugary drinks by increasing the knowledge and awareness around non-sugar sweetened drinks, as well as healthy eating and active living, through printed materials and community engagement in YMCA Early Childhood programs and with collaborative partners.



## Nutrition Education Classroom

### Activities:

Healthy Me/Saludable Soy  
Music and Movement,  
Harvest of the Month

## Parent/Family Engagement:

Parent Nutrition Committee  
Meetings  
Quarterly Nutrition  
Newsletters

## Increasing access to water and healthy foods:

BFN Monthly Grocery Distributions  
Installation of Hydration Stations





  
**Healthy Me Kids**  
... SALUDABLE SOY



**Thank you!**

**For more information on YMCA of the East Bay, please visit:**

<https://ymcaeastbay.org>

**Contacts:**

**Leilani Ison, YMCA ECI Nutrition Specialist**

[lison@ymcaeastbay.org](mailto:lison@ymcaeastbay.org)

**Meredith Eley, YMCA ECI Nutrition Coordinator**

[meley@ymcaeastbay.org](mailto:meley@ymcaeastbay.org)

## ADDITIONAL LINKS:

YMCA OF THE EAST BAY ECI FACEBOOK PAGE:

<https://www.facebook.com/ECIYMCA>

YMCA Distance Learning Nutrition Videos:

Lemon and Mint Spa Water Video

<https://youtu.be/z-OtFkssPUM>

Snack Match Activity

<https://youtu.be/yryMdK56bYQ>

Quick and Easy Homemade Pizza

[https://youtu.be/1txdiC\\_6pTQ](https://youtu.be/1txdiC_6pTQ)

Healthy Me Kids/Saludable Soy Website

<http://healthymekids.com/>

# Discussion

1.) Please type in your question using the Q&A tool.

2.) If we call your name, please click the “raise hand” button. We will unmute you to ask your question aloud.

**What questions do you have for the speakers?**







# What's Coming Up for Praxis:

- **Next Community Wisdom Brief Series**  
*Recognizing Healing-Centered Community Practices as a Complement to Trauma-Informed Interventions and Services*
- **Next Webinar:** August 26, 2020:  
Healing-Centered Community Practices

<https://www.thepraxisproject.org/signup-for-updates>



# Thank You!

\* Please don't forget to complete the evaluation!

**Xavier Morales, PhD, MRP**

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[www.thepraxisproject.org](http://www.thepraxisproject.org)

